



Euromonitor  
International

# Soft Drinks Packaging in Japan

April 2024

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## Soft Drinks Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Soft drinks brands adopt label-free packaging as a step towards sustainability

Metal bottles continue to gain share in RTD coffee

Recovery of small pack sizes for soft drinks in Japan

#### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to remain popular among consumers

Plant-based plastics to see growth as brands introduce new lines of flavoured bottled water

## Soft Drinks Packaging in Japan - Company Profiles

## Packaging Industry in Japan - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic dominates frozen pizza packaging

Smaller pack sizes gaining traction in non-alcoholic drinks packaging amid rising on-the-go consumption trend

Declining use of PET bottles in alcoholic drinks packaging

Brands adopting innovative packaging solutions in the move towards sustainability

Smaller pack sizes are gaining traction in Japanese home care packaging

### PACKAGING LEGISLATION

Regulations regarding food packaging now include a “positive list” of materials that can be used

### RECYCLING AND THE ENVIRONMENT

Japan Soft Drink Association takes the initiative to increase the ratio of bottle-to-bottle recycling

Plastic Resource Circulation Act a step towards circular packaging solutions

Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2021/2022 and Targets for 2023

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/soft-drinks-packaging-in-japan/report](https://www.euromonitor.com/soft-drinks-packaging-in-japan/report).